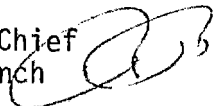


In Reply Refer To:

MAR 12 1980

Your Reference:

MEMORANDUM FOR DEPARTMENT AND AGENCY INCENTIVE AWARDS ADMINISTRATORS

FROM: Richard P. Brengel, Chief
Incentive Awards Branch 

SUBJECT: 1980 Rockefeller Public Service Awards

The attached announcement describes this year's awards program and provides information about the nominating procedures. Letters inviting nominations were sent to the heads of departments and agencies mid-February. Nominations, which are due by May 16, 1980, are being sought in seven areas identified by the Rockefeller Public Service Awards Program to be of critical importance to the nation. These are:

- Contributing to equitable world development
- Conserving energy and other resources
- Increasing the effectiveness of state and local government
- Revitalizing communities and neighborhoods
- Broadening opportunities for youth
- Improving health and the provision of medical care
- Supporting the well-being of families.

While the descriptions of the major problems have been changed, no other significant changes have been made in the announcement.

Additional information concerning this program may be obtained by contacting Ms. Ingrid W. Reed, Administrative Director, Rockefeller Public Service Awards Program, Woodrow Wilson School of Public and International Affairs, Princeton University, Princeton, New Jersey 08544, (609) 452-4838.

Attachment

211.50

Jacque:
Do we have
a nominee?

YES....
FRANK C. CARLUCCI.
J 3/18

DUE: 16 MAY '80.

1980 Program Announcement

Rockefeller Public Service Awards

A national program honoring extraordinary achievement in service to the public, administered by the Woodrow Wilson School of Public and International Affairs, Princeton University.



John D. Rockefeller 3rd, founder and sponsor of the awards program.

Creative Public Service

What constitutes the essential qualities of greatness in the public service? I believe the essential qualities we seek and acclaim are threefold. The first is courage, the mark of individuals who, quite simply, are fearless in measuring and meeting the challenge of their offices. They have integrity of intellect and spirit. Their sense of security rests not upon the coveted approbation of others, but upon their awareness of doing their best for its own sake . . .

Beside this faculty of courage stands a second basic quality which is sensitivity. This tempers and mellows the kind of raw courage that could, by itself, be insular or arrogant. It denotes a capacity to listen as well as to talk. It signifies a readiness to learn as well as to instruct. It shuns sheer vanity of opinion. It gives respect to the opinion of others as open and honest as the respect one wishes for one's own beliefs or decisions . . .

Third and finally, there is vision. This vision demands and combines the intelligence to discern the far horizons in one's life and work, and the resolve to strive toward them. Such discernment and such resolve must rest upon a clear awareness of past, present, and future. For the past a sense of history is wanted, to know the source and meaning of the basic values of national life. For the present a sense of perspective is wanted, to detect every challenge to these values, as well as their relevance to the issues and problems of the day. For the future a sense of mission is needed, a realistic dedication, so that the work of each day helps to assure the preservation of these values for generations to come . . .

Courage, sensitivity, vision: these, I believe, are the qualities that make for greatness in those who serve the people . . .

John D. Rockefeller 3rd
December 1962

The Awards

The Rockefeller Public Service Awards honor extraordinary achievement in service to the public. The five awards of \$10,000, presented annually in Washington, D.C., in early December, are widely regarded as the highest honor for citizens working in the public interest.

Nominations are now open for the 1980 awards and must be submitted by May 16.

The Problem Areas

Each year the RPSA program identifies a set of problem areas that are of critical importance to the nation and, in the selection process, looks for persons whose achievements have made a significant contribution to the solution of these problems.

There is considerable continuity in the problem areas, but some changes are made annually on the basis of a careful review by a special group of advisers. The problem areas for the 1980 program are listed and described on pages 2 and 3.

Who is Honored

The program is designed to honor individuals whose work has made a significant difference in solving problems of vital importance to the nation.

These individuals may be involved in a wide range of activities and jobs in:

- government at the local, county, state, or federal level
- private business
- non-profit organizations
- volunteer work.

Recent winners and the achievements for which they were honored are listed on pages 4 and 5. A common characteristic of these winners is that they have demonstrated what might be called "creative entrepreneurship" by identifying an important public need, designing a plan to fill that need, and being instrumental in bringing the plan to fruition.

The Selection Process

The awards program is administered by the Woodrow Wilson School of Public and International Affairs of Princeton University as a public service. A Selection Committee composed of distinguished citizens known for their deep concern for elevating the quality of public service (see page 6) meets each year for two days to review the nominations. Their recommendations are forwarded to the trustees of Princeton University for formal approval before the public announcement of the winners is made in early November.

1980 Problem Areas

For the 1980 program, seven problem areas have been identified. Some were included in previous years, some have been changed in emphasis, and one is new. It should be noted that since only five awards are made each year and more than one award may be made in an area, awards cannot be given in all areas.

The basic statement for each problem is deliberately broad and is intended to illustrate the types of achievements that may be recognized within a problem area. The work of any nominee probably will deal with only a segment of the problem area and not its totality.

1 Contributing to equitable world development

The struggle of men and women in developing countries for economic growth, social welfare, and political autonomy will shape the world in which Americans live in the years ahead. Individuals in government, international organizations, non-profit institutions, multinational corporations, labor unions, and religious organizations who can contribute to promoting equitable development throughout the world should be recognized.

2 Conserving energy and other resources

For the immediate future, reducing dependence on scarce energy resources can best be done through conservation. Our land, air, water, and mineral resources also are limited, and they, too, must be prudently used. In all cases, wasteful practices must be curbed. It is important to recognize leadership in the development of policies and programs which have resulted in significant conservation.

3 Increasing the effectiveness of state and local government

Since most public services are performed by state and local governments, the effectiveness and efficiency of these governmental units are of universal concern. Major improvements are needed, for example, in systems of public safety, fiscal management, the regulation of public utilities, the administration of justice, and in responsiveness to citizen needs and concerns.

4 Revitalizing communities and neighborhoods

The strength of cities can depend on the vitality of their neighborhoods. Tensions arising from cultural and economic diversity need to be replaced with imaginative programs to build cooperation and community pride. Such programs, using both public and private resources, can contribute to the cohesion of neighborhoods by organizing self-help social services, cooperative rehabilitation of homes and buildings, and local participation in historic preservation and the arts. Successful models can inspire others.

5 Broadening opportunities for youth

The transition between youth and adulthood is a precarious one, particularly for disadvantaged youths. Creative approaches that constructively link youth to the world of work, prior to full-time employment, are needed. Recognition should be given to model programs that motivate youth to develop practical skills, diminish discouragement with school, help prevent teenage pregnancies, and reduce drug addiction and delinquency.

History

The awards program was initiated in 1952 by the late John D. Rockefeller 3rd to honor outstanding career employees in the federal government. An alumnus of Princeton University and a trustee at that time, Mr. Rockefeller asked the University to administer the awards program as a national trust.

The program's purpose was to recognize extraordinary public service, enhance the attractiveness of careers in the federal government, and encourage talented individuals to remain in government. Begun at the time of the McCarthy hearings, when morale was at a low ebb, the prizes awarded in the first six years of the program permitted the recipients to take leave for study, writing, and travel.

In 1958, Congress enacted the Government Employees Training Act to provide federal financing for study and training. This program was partly inspired by and modeled upon the Rockefeller Public Service Awards program. Subsequently, the RPSA program was modified in 1960 to honor federal officials whose long and distinguished careers exemplified the highest quality of government service. These two earlier phases became the foundation for the current program. In 1976, under a new grant from Mr. Rockefeller, the awards program began honoring persons in all walks of life for their extraordinary achievements in service to the public, wherever they might be employed or engaged. In the quarter century between his initiation of the program in 1952 and his untimely death in 1978, Mr. Rockefeller maintained his active commitment to the program. He attended all but one of the awards presentations in Washington, D.C., each time contributing to the inspirational character of the ceremony. His goals continue to be the guiding force of the program that carries his name.

Selection Committee

Robert R. Nathan, Chairman
Robert R. Nathan Associates, Inc.

Reubin O'D. Askew
U.S. Special Representative
for Trade Negotiations

William R. Cannon
Vice President for Business and Finance
University of Chicago

Hodding Carter III
Assistant Secretary for Public Affairs
Department of State

LaDonna Harris
President and Founder
Americans for Indian Opportunity

John R. Hogness
President
Association for Academic Health
Centers

Roger W. Jones
Former Chairman, Civil Service
Commission and Former Official,
Bureau of the Budget

Elizabeth D. Koontz
Assistant Superintendent for
Teacher Education
State of North Carolina

Jing Lyman
Chair, Women and Foundations/
Corporate Philanthropy

Steven Minter
Program Officer
Cleveland Foundation

Dorothy Nelson
Dean and Professor of Law, Law Center
University of Southern California

Donald Oberdorfer
Diplomatic Correspondent
Washington Post

Jill Ruckelshaus
Advisory Board
National Women's Political Caucus

Stanley H. Ruttenberg
President, Stanley H. Ruttenberg
Associates

Elmer Staats
United States Comptroller General

Donald E. Stokes
Dean, Woodrow Wilson School
of Public and International Affairs

Marina v.N. Whitman
Vice President and Chief Economist
General Motors Corporation

Eligible Individuals

6 Improving health and the provision of medical care

Three major factors contribute to reducing illness and the costs to society of poor health: improved prevention, especially through wise self-care; better and more timely access to appropriate remedial treatment; and more effective forms of treatment. Inseparable from these factors is the need to control rapidly rising health care costs. Creative efforts that contribute to better health and more efficiently delivered health services should be recognized and honored.

7 Supporting the well-being of families

Family life in today's society is in a state of transition. Many forces have contributed to the changing role of each family member—mother, father, child, grandparent. Because the nurturing functions of families remain essential to the growth and strength of individuals and our society, it is important to recognize constructive and innovative approaches to supporting the needs of families and their members.

In the selection process, preference is given to nominations of persons whose work has been in the problem areas. However, other nominations for which a strong case can be made are accepted for consideration in a general category of **outstanding public service**.

Individuals who have made specific and identifiable contributions of major significance in service to the public are eligible for nomination. Excluded from consideration are those who, at the time of the nomination or receipt of the award, are holding elective office, are candidates for elective office, or are sitting judges.

Nominees must be citizens of the United States.

Awards are intended primarily for individuals. If collaborative effort makes individual recognition impossible, two or more persons who worked as a team may be nominated. The program is not intended to recognize committees or organizations.

The work cited in a nomination should either be recent or have important contemporary relevance. Information about other accomplishments may be included as supporting data.

Criteria for Selection

Three criteria will be applied to judging the contributions of each nominee toward solving the pressing problems facing the nation and improving the quality of American society.

1 How profound and durable does the contribution appear to be?

The enduring effect of the work is important. For example, when the achievement is the skillful handling of a major crisis, it will be given a higher rating if the resolution has long-term implications for solving deeply-rooted problems.

2 How significant and influential is the work or is it likely to become?

The wide applicability of the work is also important. An achievement has a higher rating if it can be shown to have influenced actions and policies elsewhere, or if it would be of great significance when pursued in numerous other localities.

3 How inspirational has the outstanding contribution been?

Achievements made under circumstances that brought out qualities of character that served as inspiration to others are significant. Such qualities are courage exhibited in battling against heavy odds, sensitivity, vision, integrity, perseverance, and clear dedication to the common good as distinguished from personal gain.

The Nomination

The information supplied in the nomination serves two purposes. It is the basic document used by the selection committee. For the award winner, it also serves as the primary source of information in conveying to the American public how the individual's achievements have helped meet some critical needs in our society. Both purposes require a high degree of specificity when describing the work of the nominee.

There is no prescribed form for the nomination.

The nomination should be typed (double-spaced) and submitted in duplicate. A nomination no longer than ten pages is especially welcome.

Nominations must be made by someone other than the nominee.

A person who has been nominated previously, especially one who since has made additional important contributions, may be renominated. In a renomination, it is expected that new information will be supplied and the supporting material will emphasize the most recent achievements.

Deadline for receipt of the nomination is May 16, 1980.

The nomination should describe:

■ The problems which the nominee identified and is seeking to resolve as well as the social context in which the problems became conspicuous. If the individual perceived the problems long before they became apparent to public officials, this should be indicated.

■ The nominee's vision of the solution to the problems, emphasizing the creative elements in the solution that were contributed by the nominee.

■ The process used by the nominee in moving toward his or her goal, including a description of the obstacles that had to be overcome and the strategy for overcoming them.

■ The accomplishments in terms of specific results, and the recognition that has been given to these accomplishments.

■ The traits of character and the unusual skills of the nominee, describing those qualities by giving evidence of how they were exhibited in action rather than by listing complimentary adjectives.

The nomination should cover the above points as explicitly and concisely as possible.

The nomination should include:

■ Identification of the problem area in which the nomination is made.

■ The current address and occupation of the nominee as well as complete information about the nominee's education and experience. Additional materials that are pertinent to the nomination may be attached.

■ Three references who are well acquainted with the work of the nominee. These persons will be asked to comment on the nominee's work. Complete names, addresses, and telephone numbers should be supplied.

Inquiries are invited. Communications should be addressed to:
Rockefeller Public Service Awards
Woodrow Wilson School
of Public and International Affairs
Princeton University
Princeton, New Jersey 08544
(609) 452-4838

Recent Winners

The Rockefeller Public Service Awards program honored 160 distinguished federal career officials between 1952 and 1974. In 1976, the program was expanded to honor individuals in all fields of public service for their extraordinary achievements in designated problems of critical importance to the nation. Those honored in the past four years are listed here with a brief description of their work.

1976

Expansion of employment opportunities — Ernest Green, then executive director of Recruitment and Training Program, New York, for developing the Outreach program to recruit, train, and place minorities in construction industry apprenticeships; and **Bernice Sandler**, director of the Association of American Colleges Project on the Status and Education of Women, Washington, D.C., for leadership in expanding employment opportunities for women at all levels, in education and other fields.

Management of social conflict — Ira Dement, then U.S. attorney, Montgomery, Alabama, for litigation of landmark court cases which improved the welfare of incarcerated persons.

Administering justice and reducing crime — Herbert Sturz, then director of the Vera Institute of Justice, New York, for developing new approaches to bail processes and the employment of ex-offenders.

Restructuring of intergovernmental relationships — Dale Bertsch, then executive director of the Miami Valley Regional Planning Commission, Dayton, Ohio, for leadership in a dispersal plan for low and moderate income housing.

Redefining the role of the United States in world order — Donald S. Brown and David Shear, both of the State Department (AID), for designing and gaining support for a long-range development and investment program for the United States to assist drought-stricken areas of Africa.

Continued

Recent Winners Continued

1977

Conservation and development of natural resources and protection of the environment — M. King Hubbert, research geophysicist, formerly with the U.S. Geological Survey, Washington, D.C., for his scientific and educational activities to gain public understanding of the limits to oil and gas reserves.

Revitalization of urban communities and neighborhoods — Julian H. Levi, executive director, South East Chicago Commission; and **Arthur Brazier**, vice president, Center for Community Change, both of Chicago, Illinois, for their significant individual—and ultimately cooperative—efforts in revitalization programs in Chicago.

Promotion of health, improved delivery of health services, and control of health costs — John W. Runyan, Jr., professor, University of Tennessee College of Medicine, Memphis, Tennessee, for his innovative community health program in Memphis emphasizing both primary care and preventive medicine.

Enhancing partnership between the public and private sectors in the public interest — Howard Rowley, manager, Urban Affairs, Rochester (N.Y.) Gas and Electric Corporation, for the mechanism he established as a volunteer mediator to resolve disputes between the Mohawk Indians and the State of New York.

Outstanding public service — Frieda R. Mitchell, executive director, United Communities for Child Care Development, Beaufort, South Carolina; and **Sophia Bracy Harris**, director, Federation of Community-Controlled Centers of Alabama, Montgomery, Alabama, for their work which typifies what needs to be done at the grassroots to deal with pressing social problems.

1978

Administering justice and reducing crime — Stanley Sporkin, Washington, D.C., director of the Division of Enforcement, Securities and Exchange Commission, for promoting constructive examination of corporate accountability by both the public and private sectors.

Administering justice and reducing crime — Charles R. Work, attorney, and **William A. Hamilton**, president of the Institute for Law and Social Research, both of Washington, D.C., for their innovative work in addressing problems of criminal justice research and administration through the computer-based Prosecutor's Management Information System (PROMIS).

Promoting the improvement of health and health services and controlling health costs — Benny Ray Bailey, executive director, and **Warren Grady Stumbo**, president and medical director, East Kentucky Health Services Center, Hindman, Kentucky, for establishing a model health care program for rural areas.

Strengthening international cooperation in dealing with key issues of interdependence — Margaret C. Snyder, New York City, senior social affairs officer at the United Nations, for her work in organizing the African Training and Research Centre for Women and focusing attention on the unrecognized role of women in rural development.

Outstanding public service — Jesse L. Jackson, Chicago, Illinois, founder of PUSH for Excellence, for his innovative and inspirational approach to motivating youth to strive for educational achievement.

1979

Revitalizing communities and neighborhoods — Gale Cincotta, executive director of the National Training and Information Center, Chicago, for building a national movement to promote investment in inner-city neighborhoods; and **MacIer Shepard**, president of Jeff-Vander-Lou, Inc., a self-help community organization in St. Louis, for reversing the trend of decay in an inner-city neighborhood.

Advancing the health of the American people — Abraham B. Bergman, M.D., director of outpatient services, Children's Orthopedic Hospital and Medical Center, Seattle, Washington, for his advocacy of the Flammable Fabrics Act, his research on Sudden Infant Death Syndrome, and his support of the National Health Service Corps; and **Emery A. Johnson**, M.D., director of the Indian Health Service, HEW, for his work in support of the Indian Health Care Improvement Act and his encouragement of tribal groups to control and operate their own health services.

Improving justice and reducing crime — Richard Gerstein, Miami attorney and chairperson of the American Bar Association Criminal Justice Section, for enlisting the influential support of the legal profession to spur the enactment of laws reforming the grand jury system.

Conserving and developing resources wisely — George Palmiter, switchman for the Norfolk and Western Railroad and volunteer conservationist, for demonstrating the effectiveness of a flood and erosion control system that retains the natural state of rivers and streams.

Outstanding public service — Raul Yzaguirre, president and chief executive officer of the National Council of La Raza, for developing and leading a coalition to address national and local issues of concern to Mexican Americans, Cubans, and other Hispanic Americans.